

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

EXTENSION SERVICE REVIEW

"Library, Southwest Region,
Soil Conservation Service,
Albuquerque, New Mexico."

August •
1938 •
Vol.9 No.8 •

TODAY . . .

	Page
A WOMAN'S CRITERIA FOR SUCCESSFUL AGRICULTURE	113
An editorial by Jane S. McKimmon, Assistant Extension Director, North Carolina, in which she tells some of the signs by which women judge farm prosperity.	
WISCONSIN FARMERS AND BUSINESSMEN REACH AN UNDERSTANDING	114
At county banquets in Wisconsin farmers entertain businessmen and treat them to a lively discussion of the agricultural program.	
FARM PEOPLE FIND IT PRACTICAL TO STORE FOODS IN FREEZER LOCKERS	115
A comparatively new field which has aroused a great deal of interest among farm people.	
KANSAS AGENT SPONSORS CONTOUR SURVEYORS' SCHOOL	116
Meeting the need for more assistance in laying out contour lines, County Agent M. J. Taylor of Thomas County, Kansas, sponsors a two-day contouring school which recently awarded certificates to 62 local farmers.	
ILLINOIS FOSTERS A RURAL RECREATION PROGRAM	117
Reviewing the progress made in 8 years of study and work on rural social problems in Illinois, by D. E. Lindstrom, rural sociologist, Illinois Extension Service.	
NEWS BEGINS AT HOME	118
Localizing the news and radio in Rhode Island, by Herbert M. Hofford, extension editor.	
MISSISSIPPI FARM WOODLANDS STUDIED BY EXTENSION WORKERS	119
A well-planned forestry tour for agents shows the progress and possibilities of timber farming in southeastern Mississippi.	
IOWA AND NORTH CAROLINA WIN 1938 PAYNE FELLOWSHIPS	121
Blanche Brobeil of Iowa and Max A. Culp of North Carolina win the opportunity of studying for 9 months in Washington on the 4-H Payne Fellowships.	
COMMUNITY MOVIES INTEREST OKLAHOMA FARMERS	123
County Agent George Felkel of Woods County, Oklahoma, joins with the county rural schools, the State Teachers' College and the Chamber of Commerce in putting on a visual education program which is reaching rural people.	
WELL-LAID PLANS INCREASE MISSOURI'S COTTON INCOME	124
The six cotton counties of Missouri add a million dollars to the cotton income through a production and marketing improvement campaign.	
KEEPING A HOP AHEAD OF THE HOPPERS	125
Grasshopper control with cultural methods as a year-round activity has the endorsement of Extension Agents H. A. Sandhouse and Grace D. Blomstrom of Adams County, Colorado.	

EXTENSION SERVICE REVIEW Published by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business. The Review is issued free by law to workers engaged in extension activities. Others obtain copies from the Superintendent of Documents, Government Printing Office, Washington, D. C., at 10 cents each, or by subscription at 75 cents a year, domestic, and \$1.15, foreign. Postage stamps not acceptable in payment.

EXTENSION SERVICE

C. W. WARBURTON, *Director*

REUBEN BRIGHAM, *Assistant Director*

C. B. SMITH, *Assistant Director*

TOMORROW . . .

PLANNING again proves its importance in current extension thought—Director Bateman writes of how they are taking the guesswork out of planning in Louisiana; Ohio plans for conservation with a "soil productivity balance"; a wind eroded county in Montana plans cooperative action and gets it; and Missouri reports on a new style of outlook conference to aid in planning.

RADIO comes in for more attention in two articles: An account of an interesting study made by Bruce Miner, assistant extension editor in Maine, on the listening habits of home demonstration club women; and an article on the ways in which County Agent John Noonan, Codrington County, S. D., is using the radio to advantage in his extension program.

RURAL REHABILITATION offers opportunity to H. G. Seyforth, county agent, Pierce County, Wis., who contributes a progress report on his work with low-income farmers in cooperation with the Farm Security Administration.

"HOME INDUSTRY in Alabama during the last 5 years has given \$50,000 in cash to farm women who have attained a high standard of workmanship," writes Dorothy Dean, clothing and handicraft specialist, in an article for early publication.

A JOINT CAMPAIGN against tobacco disease, planned and put on by both the county agricultural and home demonstration agents, enlisted the support of both sides of the house.

On the Calendar

American Poultry Science Association, Pullman, Wash., Aug. 15-18.
World Youth Congress, Poughkeepsie, N. Y., Aug. 15-24.
Regional Western States Extension Conference, Berkeley, Calif., Aug. 17-19.
Eastern States Exposition, Springfield, Mass., Sept. 18-24.
Dairy Cattle Congress, Waterloo, Iowa, Sept. 26-Oct. 2.
Pacific International Livestock Exposition, Portland, Ore., Oct. 1-9.
National Dairy Show, Columbus, Ohio, Oct. 8-15.
American Royal Livestock Show, Kansas City, Mo., Oct. 15-22.
Ak-Sar-Ben Livestock Show, Omaha, Nebr., Oct. 23-29.
Fifty-second Annual Convention of the Association of Land-Grant Colleges and Universities, Chicago, Ill., Nov. 14-16.
Triennial Meeting, Association of Country Women of the World, London, England, June 5-12, 1939.

A Woman's Criteria for Successful Agriculture

JANE S. McKIMMON

Assistant Extension Director
North Carolina

FOR agriculture to be called successful, a woman thinks it should show some of the signs of prosperity around the home.

THERE should be a good house with plenty of room for all the occupants, with paint on the inside and outside, and with screens for health and comfort. There should be those time and labor savers, a water system and electric current, if available, and the house furnishings should be usable, comfortable, and presentable. Home grounds belonging to a prosperous farm should be planted to give visible evidence of that prosperity, and the income derived from profitable agriculture would be called upon to provide these together with the food needs, clothing, school, recreation, insurance, benevolences, reading matter, and other cultural things.

THIS is a big order, but it represents only a good living standard, not an extravagant one; and profitable agriculture can accomplish most of these things. Today the cash income is supposed to come mainly from the larger farm operations, but often it will not compass the family's needs.

THE second type of income, mainly a food-product one, can and should take care of a big share of the family's needs. As an example, a study made by the Bureau of Home Economics, United States Department of Agriculture, shows the average net farm income of 458 families in Nash and Edgecombe Counties, N. C., to be \$1,777, divided as follows: \$1,065 in money from the sale of farm products and \$712 in farm products, such as food and fuel.

THE woman on the farm can verify these proportions, for she has learned through the experiences of the past hard years that not all the wealth of the farm is in the so-called cash crops; much of it lies in a planned food supply from the garden, poultry flock, dairy, meat animals, fruit, and cereals which the farm has produced and that these release the cash income for other needs.

GOOD records of what has been accomplished have come from many counties, and the farmer and his wife are pointing to these results. First, the housewife has an adequate food supply at hand which she can use with little trouble, for, no matter what she knows about food values, if she must go to town for them, or if she must call upon the slender cash supply, she leaves many of them out of her meal planning. Next, there is a higher standard of food served on the table when food is produced at home, a better quality and greater variety and quantity. The family's health is better; doctor's bills are reduced; and looming large is the fact that cash has been released that was formerly spent on food.

THE economics of the farm and the economics of the home are one and inseparable in the farm woman's experience, and plans for one must include plans for the other. As a rule, her husband does not make his plans without consulting her regarding what goes on in farm and home, and frequently they work out their plans together. Sometimes I think it is we, the supervisors, who are afraid of joint planning, not the people who live on the farm.

WHAT the farm home spends has a direct relation to what the farm makes, and any forward-looking program in agriculture and home economics today must plan for the farmstead as a whole.

In the city, the people often hear that the farmers are getting the lion's share of Government assistance while out in the country, the story going around is that city labor is given more than its fair share of help.

City people also have a part to play in the successful operation of a farm program. It is highly important that they shall not feel their pockets are being picked for other folk's benefit. Farmers must help them understand why a program has been found necessary and what a chaotic and unbalanced agriculture means to the economic life of the Nation—*Henry A. Wallace, Secretary of Agriculture.*

FULLY 8,000 Wisconsin farmers and businessmen have a better understanding of the successive farm programs and of the problems that farmers are having to face in the surging flux of economic change. They have been meeting together in their 53 home counties to talk over their problems.

Farmers Entertain Businessmen

Committeemen in these 53 counties invited local businessmen to be their guests at county banquets or suppers, usually held at the county seat.

The guests represented all types of business customarily found in cities of 3,000 to 40,000 inhabitants. Some were garagemen, mechanics, or clerks; some were professional men; and some were businessmen conducting small, medium-sized, or large establishments.

The attendance ranged from 70 to 400 and averaged about 150 farmers and businessmen at the 53 meetings. Usually the chairman of the county allotment committee or the local county agent acted as chairman.

Speakers Start Ball Rolling

Members of the Wisconsin State Agricultural Conservation Committee and of the Wisconsin Agricultural Extension Service were present at each meeting. They gave talks upon the fundamentals of the farm program and of the economics involved in its operation. These served to get the discussion under way.

Wisconsin Farmers and Businessmen Reach an Understanding

From then on, the meetings, which started at 7 o'clock, were open forums with both businessmen and farmers taking part. Many of the questions were discussed and answered directly from the floor. The meetings were scheduled to run for about 3 hours, but a number of them continued until midnight or even until 1 o'clock in the morning.

Of course, the purpose of the meetings was to acquaint businessmen and non-farming groups with the ideas and principles back of the agricultural conservation program and to show how the program would affect farmers and would also benefit businessmen and their customers.

No two meetings were alike, and no set procedure or list of questions and answers could be followed. But the outstanding feature of all of the meetings was the interest shown by the businessmen in the program after they began to understand and appreciate its objectives and far-reaching influences.

Most of the businessmen at the start felt that the farmers were being paid for "not planting" crops; but, under the guidance of the State committeemen and Extension Service representatives, they soon saw that the problem was much bigger than that. They also began to recognize in their own experiences of the past 10 years the effect that the farm programs have had on their own businesses.

The Questions Raised

A few of the principal questions that were raised included: "Is conservation of the soil necessary for national welfare?" "Are violent fluctuations in food prices beneficial to consumers?" "What kind of program does Wisconsin agriculture need?" "In view of the organized programs of many other groups, is it desirable for farmers to have a planned program of production?" "Should farmers limit their crops to just what could be sold and

used?" "Can an organized program of farming be successful on a national scale?" "Can farm income be maintained without some form of production control?" "Should the United States be self-sustaining—independent of imports?" "Is reduction of the acreages of food crops the main objective of the farm program?" "What level of stabilization of prices and production of farm products should be sought?" "Should farmers themselves help to plan and administer the program?" "What effect is our present tariff policy having on agriculture?" and "Should farmers continue to produce when industry restricts output?"

Too Few Sources of Information

Some of the conclusions gained from these 53 meetings are that businessmen have too few sources of accurate information about the farm program but that they are willing and eager to learn. Some of the businessmen suggested repeating these meetings next winter with farmer-committeemen as their guests.

An idea of how extensively the State representatives cooperated with the local farmer groups to make these farmer-businessmen meetings a success is shown by the following list of State representatives who took part: From the College of Agriculture, Warren W. Clark, associate director of extension; Walter A. Rowlands, district extension leader; Ben F. Rusy, district extension leader; Asher Hobson, Don Anderson, R. K. Froker, I. F. Hall, and H. H. Erdmann, agricultural economists; and George Briggs, agronomist; and of the Wisconsin Agricultural Conservation Committee, Harry O. Wells, chairman, Grant County; Walter F. Katterhenry, Rock County; R. C. Schultz, Outagamie County; L. A. Govin, Dunn County; and F. H. Turner, Dane County.

Store Foods In Freezer Lockers

THE preservation of farm products by freezing is becoming more widespread among rural people, and extension programs in several States are including more work along this line. Where farm families find a freezer locker accessible, it is unnecessary for them to preserve all their food supply by canning and curing. Instead, they can rent a freezer locker at approximately \$10 a year and store their meats, fruits, and vegetables for many months. The renter keeps the key to the locker and can get portions of food as needed just as easily

boxes" must be frozen according to scientific procedure. There is still much to be learned about vegetables and fruits suitable for freezing and about methods of preparation for freezing if the stored products are to give complete satisfaction for an adequate diet. Experiments at Beltsville and at Seattle have established the fact that few if any vegetables will retain their original flavor if stored for several months at temperatures which fluctuate from 5° to 15° above zero, although beef can be successfully kept for a much longer time at these tempera-

The Pacific Northwest apparently has pioneered in this field, as there have been freezer lockers in use in that area for a number of years. Almost every county in Washington State has at least one locker plant, and many counties have 8 or 10. There are more than 150 centers in the State where locker space is available. Because of the growing interest in the use of freezer lockers, the extension program has emphasized the preservation of foods by freezing. The Washington State Extension Service has kept in close contact with these plants and with the United States Frozen Pack Laboratory at Seattle. Extension specialists have attended demonstrations at the laboratory where varieties of foods were compared as to their qualities which make them suitable for freezing. They have taught this freezing technique to the farm people by demonstrations and by the use of mimeographed material and a bulletin, *Preservation of Farm Products by Freezing*, which has been in such great demand that two reprints have been made.

Home Demonstration Groups Like Them

Home-demonstration groups in the State of Washington have been freezing their products for 4 years or more. The homemakers have attended many demonstrations given in the food-preservation work, as well as separate meetings on food preservation by freezing alone, given in communities where freezer lockers were newly established.

Of the work in Washington State, Rae Russell, extension nutritionist, writes: "I believe the success of this freezing method cannot be overestimated, and the fact that we have felt unable to keep up with the progress in this State seems to point to how widely it is being used. It has not in any way replaced all the canning, or even a large percentage of it, owing to the limited space in the lockers. Many farmers are now renting two or three lockers so as to increase the amount of fruits and vegetables which can be stored. As yet these belong rather to the luxury class, and only a limited amount of each product can be stored with present facilities. Meat, rasp-



Locker storage room of a meat plant at Litchfield, Minn. In this room the cuts of meat in labeled, bloodproof packages, are stored at a temperature of 5° or 6° below zero. Farmers may enter the room to get any cut of meat they desire.

as from the grocery store. A locker will store from 200 to 300 pounds of miscellaneous foods, depending on its size and the way the food is packed. In most of the cold-storage plants there is a butcher who will cut and wrap meat in meal-sized pieces for a small charge. Most of the storage lockers are commercially owned. Many of them are installed at creameries, ice plants, or meat markets that have ice machines. The storage plants serve from 50 to 1,200 renters.

Cold-storage lockers are giving real service in many communities. Of course the foods stored in these "safety deposit

tures. Pork requires considerably lower storage temperatures than beef. Therefore, it is desirable to set up the freezer plant to maintain a temperature of 0° F. in the locker room, with fluctuations of not more than 5° above that temperature.

When the first cold-storage-locker plants began to appear about 7 years ago, they attracted little attention. Since then there have been from 1,500 to 2,000 plants put into service in different parts of the country, principally in States west of the Mississippi River, and the cold-storage-locker business is rapidly becoming a major refrigeration industry.

berries, strawberries, and peas are stored most frequently.

"This freezing method is taking a new trend in our State. Last year, as a fair exhibit, we built a freezer unit which can be installed in any locality having electricity. This exhibit met with such approval in the State that we are continuing it, and already a number of farm people are interested in specifications and costs so that plants may be installed on their individual farms."

The rural people of Chelan County, Wash., are planning to install home freezing boxes in some of the schools for storing food for school lunches. Window displays of the freezing box by commercial firms have aroused great interest in the device.

Work Done in Many States

The extension services in many other States are taking up the work on freezing. Because of the interest in cold-storage lockers in Minnesota, a study of this service for farmers was made and a bulletin prepared and distributed by the State extension service. In 18 counties of Kansas, nearly 81,000 pounds of meat were stored in freezer lockers during 1937, and approximately 700 persons have attended 18 demonstrations conducted by extension specialists in the preparation of meat for freezing. In Greene County, Mo., more than 400 rural families living near Springfield are using the storage locker in the refrigerator plant of that city. Frozen products have been stressed in recent meetings in Indiana, and home demonstration women reported 1,715 pounds of meat stored in a commercial locker at Muncie. Interest in the freezer locker is also growing in Nebraska, and farmers are calling for meat-cutting demonstrations to learn how to cut and wrap the meat for storage.

In Iowa, demonstrations in connection with cold-storage-locker plants were carried on in 12 counties in 1937, reaching directly more than 900 persons. Pauline Trindle Lewis, former home agent in Calhoun County, reflects the refrigeration trend in Iowa in telling of the work in her county: "Storage units in refrigeration are being patronized by many farm families for the storage of fruits, vegetables, and meats. The refrigerating units are cutting down the work of caring for the meat on the farm and also are affording variety of preparation in meats, which was not possible when all the meat had to be preserved, either by canning or by home curing and smoking. Then, too, the average farm homemaker is more conscious of the difference in the cuts of meat and has a keener appreciation of the quality."

Kansas Agent Sponsors

Contour Surveyors' School

CERTIFIED surveyors of guidelines for contour furrowing and farming are no novelty in Thomas County, Kans., where 62 farmers recently were awarded certificates at the end of a 2-day contouring school sponsored by County Agent M. M. Taylor.

The first day of the school was devoted to an explanation of the use of the level—its care, adjustment, and how to check it properly for accuracy. Contour farming of cropland and contour furrowing of pasture land to conform with the regulations requested by the conservation association were taken up very thoroughly, and the results obtained by contouring also were discussed with the aid of a film strip of Thomas County pictures. Terracing was not taken up very definitely, but the subject was mentioned briefly.

The second day's work was devoted to field training, at which time the men put into actual practice some of the things discussed at the first session. Each student was required to verify a level by checking the telescope and vial for accuracy.

In a comprehensive 18-question examination the average grade of all 70 students was 91.5 percent.

County Agent Taylor reports that contour work was first started in Thomas County early in the spring of 1936 when five pastures were contoured with a sod machine obtained from the Soil Conservation Service project at Mankato. Taylor laid out all the contour lines with the help of two N. Y. A. employees. In 1937, such good results were evident from the work of the previous year that many requests for contouring of both pasture land and cropland began to pour into the farm bureau office.

Then a moisture conservation association was set up with Roy A. Kistler, farm bureau president, as chairman. The association decided upon rates of pay for different types of work and thus reduced the expense to the farm bureau which previously had been paying the cost of transporting N. Y. A. boys to and from farms where guidelines were being run. Boys running contour lines under the supervision of the association were paid \$2.50 a day and 5 cents per mile when they used their own cars. Farmers were charged from 3 to 6 cents an acre on cropland and 15 cents an acre on pasture.

The money thus collected went into the special fund of the association. The funds collected have been sufficient to pay the boys who laid out the contour lines and to settle all other bills in connection with the work. Also, the machinery needed to do the contour work was bought and kept in repair with this money. The association purchased only machines and appliances that were actually needed, as they were trying to be very conservative. A Uni-Tiller and the different attachments to use on it, including moldboard plows, disks, and shovels, were obtained. Of course, the equipment required repairs, such as sharpening blades, and welding, which were taken care of from the fund. During 1937 the association handled more than a thousand dollars' worth of work without once running into the red, and in early 1938 had a balance of \$150 on hand.

In 1938 the demand for assistance in laying out contour lines exceeded the supply of trained workers, and it was as a result of this condition that County Agent Taylor decided upon the contouring school which produced such excellent results. There are at least 10 men in the county who have obtained their own levels to do contouring work, and there are 5 levels in the farm bureau office that may be used by trained farmers to run their own lines.

The men who received certificates at the contouring school are not the only men who can run guidelines for interested farmers, but county A. A. A. leaders suggest that if farmers wish to be certain of qualifying for agricultural conservation payments for contour farming or contour furrowing of pasture land, they should have their guidelines run by someone who knows how to run such lines accurately.

To date 4,500 acres of pasture land and 28,000 acres of cropland have been contoured in Thomas County. During January alone 1,138 acres of pasture were contoured.

TWO 4-H club boys exhibited their purebred calves on consecutive Saturdays in a department store window in Concord, N. H., in observance of national milk month. A real pen housed the calf. The 4-H owner was there to care for the calf and answer questions. 4-H pen-nants and a large 4-H dairy sign decorated the exhibit.



Although pulling in opposite directions at the moment, these Illinois farm people are learning to cooperate and coordinate in developing their own entertainment and amusement through the rural recreation program of the Illinois Extension Service.

Illinois Fosters a Rural Recreation Program

D. E. LINDSTROM

Rural Sociologist

Illinois Extension Service

RECREATION for rural people, and particularly farm people is still regarded as a supplementary activity. Work comes first, and it is only when all the work is done that farm folk feel they have time for leisure and play. We are gradually getting away from this idea, as the conditions of modern farming and living have changed farmers' attitudes. Today many of the best thinkers among farm leaders look upon play activities as essential for a truly worthwhile rural life.

Another significant condition with respect to rural life is the need for recreational activities in the towns and villages. Even with our modern high schools and highly developed athletic programs, the average small town provides a very inadequate recreational program.

These two significant conditions must be recognized if integration of social forces in a rural recreation program is to be attained. There is a demand for recreational activities in many organizations; farmers' clubs, community units, home bureaus, 4-H clubs, and rural youth groups. We have been working at the problem in Illinois for the last 8 years trying to recognize what is needed and then provide leader training and materials to fill those needs.

The first project was in music and dramatics, because we recognized that

most farmers' groups had singing in their programs and were interested in dramatic productions. Out of this our State-wide music and drama tournament developed, in which we were able to give some assistance in the production of one-act plays and dialogs and in the organization of quartets, trios, orchestras, and wind and string ensembles. County, community, district, and State tryouts and festivals were held, giving the group the privilege of going from community to county, district, and State tryouts upon recommendations of rating judges. This activity has resulted in the development of a high appreciation of music and drama and greater cooperation and participation on the part of the community group. It has also provided wholesome entertainment for community and county-wide functions.

District music and drama clinics were held in 8 places over the State for the first time in 1937 and attracted 186 people from 30 counties. These clinics were organized by the extension representatives and were conducted by rating judges of the music and drama features of the district tryouts prior to county and district tournaments and tryouts. The objective of the clinics was to show those participating what to look for in good rural music and good rural drama. The music and drama tournament itself attracted 145

play groups, 25 male quartets, 30 mixed quartets, 46 ladies' trios, and 7 orchestra groups from 39 counties in the State in 1937.

A second significant extension development was the county chorus project. This activity started with home-bureau choruses but was continued as a mixed-chorus feature. The year 1937 was the fourth one for the activity. Twenty-three counties had choruses, sending 561 participants to the final production at the State fair at Springfield and giving the cantata, "Joan of Arc," by Gaul, before an audience of 10,000 people. This year we are using the cantata, "Harvest Caravans," written especially for our chorus by Russell Hancock Miles, University of Illinois School of Music, and already we have an enrollment of choruses from 32 counties.

Recognizing the need for recreation leaders' training, the Extension Service of the College of Agriculture, University of Illinois, took advantage of the offer of the United States Department of Agriculture, cooperating with the National Recreation Association, for the use of recreation specialists trained for the rural field. Beginning in 1932, a series of district recreation leader training schools was held to which were invited, through our county agricultural and home demonstration agents, representatives of all kinds of rural groups. Owing to the demand for this activity, 8 district schools were held during the second year, and finally we found it necessary to hold 12 district recreation-leader-training schools, using the services of the specialist from the National Recreation Association.

New Specialist Employed

In order to carry on the work adequately, we found it necessary to get the services of someone trained specifically in recreation. E. H. Regnier, who also is trained as a rural sociologist, was employed. In 1937, district and county recreation-leader-training schools for 4-H clubs, home-bureau units, community units, rural young people's groups, and other groups related to extension work, such as church, school, parent-teacher associations, teachers' associations, and W. P. A. were held. Eighty-five counties sent 3,501 leaders, representing 755 groups, to 73 training schools in recreation in 1937. Since the appointment of Mr. Regnier, an increase in interest and participation in outdoor activity in day, week-end, and longer-period camps has developed.

(Continued on page 122)

News Begins at Home

HERBERT M. HOFFORD

EXTENSION EDITOR, RHODE ISLAND

LET'S get down to brass buttons on this matter of publicity.

Consider two moss-grown axioms: (1) "Charity begins at home" and (2) "The poor we'll always have with us."

Now what's the relation of these homely axioms to extension publicity? Simply this: (1) News is like charity in beginning at home; and (2) News, like the poor, we'll always have with us.

These may sound like self-evident truths to most extension workers, but, like such apparent truths, they are taken too much for granted and nothing is done to achieve the ideal of better publicity for the Extension Service.

Need is Imperative

The imperative need at this time is to teach the public. Wrong impressions of our agricultural philosophy, misconceptions of our national ideals, and partisan distortions of our basic practices and goals must be erased. In their place must be written the correct philosophy, the truth—and this is Publicity, with the P capitalized.

"News we'll always have with us," we said. Good news, too. Every county agent discovers a newsworthy story every day. The home demonstration agents live in the midst of human interest; the 4-H club agents have news ready-made for them. These news sources are right at home, all over your county.

As extension editor, I have been told by agents that after the daily stint is performed there is no time left for writing up news stories. To me that sounds like putting the horse where the cart belongs. No time for publicity? My reply is: "If you gave some time to publicity, you'd have more time for yourself; you could do your daily stint better and in less time, because you can reach more than one person or family with a news story, a circular letter, a radio program, or a community meeting."

The agents are always willing, always eager, to learn. "How can we do this?" they ask. "By localizing your material," I reply.

In Rhode Island we localize with a vengeance. We have to, in order to meet opposition bred by generations of Yankee tradition. Soil conservation to us means

building better soil, improving worn-out soil, and saving soil in our rock-bound hills from erosion. Soil in the fields is money in the bank, and that too is an old Yankee tradition. Producer and consumer cooperation is money saved, and any "down-Easter" will agree that a dollar saved is a dollar earned. The 4-H club work teaches how to earn, how to save, and how to become good citizens. Those are patriotic ideals which our forefathers practiced. Our publicity localizes these ideas.

We use the three channels—newspaper, radio, and direct mail—to three purposes. The newspaper will take spot news of meetings, personals, and announcements that are of broad interest to general circulation; personality and achievement stories provide special feature articles and picture possibilities.

By direct mail we reach each month the whole mailing list with timely summaries by each of the specialists. By radio we speak with and to our regular clientele, supplementing in more detail the information touched in the newspaper stories and in the mimeographed monthly sheets.

Our daily quarter-hour radio service has enabled us to climb barriers of newspaper policy. Starting last October we put the farm and home radio chats on a strictly localized basis. All specialists, as well as county, club, and home demonstration agents, cooperate.

A Flexible Schedule

Each month a schedule of broadcasts is prepared. We make a tentative listing before the 10th, submit it to all extension workers for their approval by the 15th, and have it set up for inclusion in the monthly bulletin mailed to everybody on the list—some 3,500 names—the first of the month. Our agents tell us that in their visits they see these monthly radio time tables tacked up over the kitchen sink or near the radio. The speaker and program title for each day are given.

There are no regular days for any specialist, the only set programs being those of the 4-H group, which has Saturdays to allow school children to participate. The schedule is flexible to enable us to emphasize what we want and when we want

to do it. For instance, during January and February, our State executive officer for the A. A. A. had six broadcasts. That was the time when we wanted to tell a lot about the new act. He interpreted it for the farmer and for the farmer's wife. An especially effective program was a dialog he had with the State home demonstration leader on The Woman's Side of the Story. We followed that program about 2 weeks later with the home demonstration agent from one of the counties on The Farm Wife Explains the 1938 Program.

On the first and third Tuesdays we have farm credit programs, and on the second and fourth Tuesdays farm security broadcasts. Each Friday we have a weekly agricultural review, some of the material of which comes from the U. S. D. A. Farm Flashes. Once a month the dairy, poultry, fruit, and vegetable specialists broadcast, and there are two programs from the agricultural economists. Each of the county agents and also the State leaders broadcast.

These programs, coming daily at 12:30 and running for 15 minutes, furnish a fine opportunity for us to tell Rhode Islanders about Rhode Island Extension Information.

Everything Localized

Not only do we localize the Washington material; we also adapt material that is used in the other New England States. At a conference of New England editors at Boston this spring we set up a news exchange system. Each editor sends his releases to all other extension editors. State boundary lines are not subject-matter boundary lines; and when I receive a program on nutrition from New Hampshire, I send it to our Rhode Island nutritionist for inspiration. The pithy, pertinent "Back Yard Gardener" from Massachusetts is always welcomed by our own garden experts, and the Maine news service keeps us alive with ideas on soil conservation, home preservation, and potatoes.

Although each person must devote considerable time to writing his script, he is often able to develop parts of it as separate news stories. There is no simple duplication here, however; the news story is a legitimate expansion of something that was simply suggested in the broadcast.

Thus we have localized our entire publicity service by localizing our radio programs. Our organization is learning that news begins at home, and that good news is always with us and needs only to be selected and used.

Mississippi Farm Woodlands

Studied by Extension Workers

MORE than 60 people joined the extension forestry tour visiting projects in 7 counties of southeastern Mississippi during April 21-23. The group included Director E. H. White; extension specialists in forestry, agronomy, animal industry, and soil conservation; 31 county agents and assistant county agents; a 4-H club agent; and 4 members of the United States Forest Service.

The "tourists" saw the reforestation work under way in the Chickasaw and DeSoto National Forests where 30,000 acres have been set to pine seedlings. They visited the Ashe Nursery where 25 million pine seedlings are produced annually for planting national forests. They followed the turpentine processes, both in the woods and at the still of the Newton Naval Stores Co. at Wiggins. They observed that by chipping the tree lightly, one-half inch up the tree and three-fourths inch deep, at regular intervals during the turpentine season, the face can be worked for 5 years, and the growth of the tree is reduced only about 20 percent. After 1 year of "resting" the tree can be back cupped for another 5 years, and often, later on, a third and a fourth face can be added, making a total of more than 20 years. Under the naval stores conservation program, farmers can earn payments for following these recommended practices in their naval stores operations.

It was also brought out on a visit to the Masonite plant at Laurel that farmers cannot only sell young pines cut in thinning operations but they can market tops and limbs of more mature timber cut for sawlogs and other purposes.

The agents were taught how to estimate the amount of timber in a growing tree, to determine the rate of growth, and to estimate the total annual production of timber per acre. It was brought out in discussions that many farmers are practically giving away their young timber for pulpwood. When farmers sell timber in the lump, or otherwise, they are getting anywhere from 5 to 25 cents for a cord or for a unit of $1\frac{1}{4}$ cords. It was also brought out that the United States Forest Service, through its system of timber estimating and marketing, is getting two to three times as much for

Extension Editor F. J. Hurst relates some of the high lights of the forestry tour planned by District Agent J. E. Ruff and Extension Forester J. B. Toler to enable county agents to make a first-hand study of recommended farm-forestry practices.

timber products as farmers in the same areas are receiving for similar values. The farmer needs to know how much timber he has as well as its market value when he sells.

The foresters pointed out that there are stands of pines and hardwoods—more generally pine saplings—that have become too crowded. Growth is slowed down, and the time of harvesting is thereby postponed for some years. Trees that should be kept growing at a rate of one-third inch per year, as a result of this crowding may be decreasing in growing rate to one-tenth of an inch per year. In addition, most farm woodlands contain trees that are of low value, or no value, except for fuel. These trees take up room that might be occupied by valuable species.

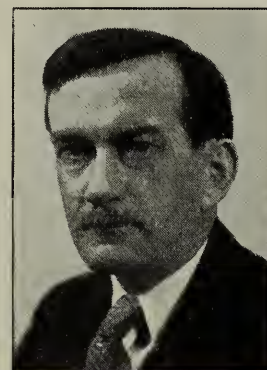
The extension foresters emphasized six practices in selective cutting: (1) Select and mark each tree to be cut; (2) cut low stumps; (3) cut the tree into the most usable or best-paying products; (4) avoid injuring the other trees; (5) be careful with fire—it is the woods' worst enemy; and (6) always leave plenty of trees as growing stock. The thrifty trees that are left growing, as he cuts others out, will give the farmer a continuous income from his investment.

It was further pointed out that there are two times when farm-woodland products should be harvested. The ideal time is when the timber is mature and the market is good, and the other time is during financial distress. During a period of depression, the farm woods will be a source from which much needed cash can be obtained, even though the sale may be at a financial sacrifice.

Great interest was manifested in this well-planned tour during which the county agents studied such woodland-management practices as selective cutting to remove cull trees, thinning of

sapling stands that are too thick to speed up growth, careful selection of the trees when cutting for marketing, and control of woods fires.

The State extension service is encouraging the protection and improvement of Mississippi's 7,562,659 acres of farm woodlands and the reforestation of an additional 2 million acres of idle land as a means of increasing farm income, supplying necessary wood products for farm use, checking destructive erosion, and aiding flood control.



James K. Wallace

James K. Wallace, a good friend to extension workers and cattle raisers in the Western States, died in Kansas City, Mo., on June 22, on his way home to Washington after completing successful livestock-grading demonstrations and discussing market conditions at State-wide livestock meetings in seven Western States.

Mr. Wallace represented a cooperative arrangement between the Bureau of Agricultural Economics and the Extension Service which, in the 14 years of his service, had proved its worth to extension workers. In the opinion of economists in the Bureau of Agricultural Economics, Mr. Wallace did as much to promote the understanding and use of the grades and grade marketing of livestock and meats as any one in the service.

As a tribute to his memory, a group of his friends and coworkers in Washington gathered in his office conducting a service at the same time of the service in Kansas City on June 24.

His experience included 5 years as editor of the Pittsburgh Daily Livestock Journal; 6 years as a cattle and poultry producer in the South; livestock market news reporting for the Federal Government, first in Philadelphia then in New Orleans; and cattle raising again in Georgia for 3 years previous to 1924 when he took the position which he held at the time of his death.

ONE WAY TO DO IT

Methods Tried and Found Good

Joining Forces in Arizona

The home economists from the Agricultural Extension Service and the Farm Security Administration in Maricopa County, Ariz., are assisting the newly housed tenants on Camelback Farms, Inc. (Baxter Tract), with the analysis of some of their home problems. The "homesteaders" recently organized a homemakers' club, the general program of which emanates from the State Office of Agricultural Extension at Tucson, Ariz. The development of the program will be in the hands of Grace Ryan, county home demonstration agent, who will cooperate with Theone Hauge, family selectionist for the farms, and with the homemakers eager to create a sound, long-time program for the community. Thirty-five "homesteaders" will cooperate.

Other units in the farm-security set-up located at Chandler and Glendale, Maricopa County, may adopt plans for work as soon as the tenants move into their new homes.

Training Minnesota Local Leaders

Recognizing that farmers' clubs and other rural organizations are no stronger than their leadership, four Minnesota counties conducted a series of leadership-training meetings for officers of farm bureau units and community clubs, with C. L. McNelly, district county agent leader, in charge of instruction.

Three of the counties held three afternoon meetings, and the other county held two afternoon meetings. Generally, these meetings were held about 2 weeks apart.

One meeting dealt with problems involved in arranging good programs for meetings, including types of entertainment and educational features, and emphasizing the advantage of planning a year's programs in advance.

Another meeting dealt with parliamentary procedure. For this session, some of the counties invited the officers of local cooperative organizations, rural youth leaders, adult 4-H club leaders, and the officials of other similar organizations in addition to the officers of farmers' and community clubs.

At the third meeting, publicity was discussed, as well as other means of encouraging good attendance and promoting interest in community organization meetings. At this session some time was usually allotted for parliamentary drill and practice.

Reminders of Home Improvement . . .

are sent out by Virginia P. Moore, Florida home-improvement specialist, to the families visited as she travels through the State. Miss Moore keeps records—names, addresses, and things to be done—and from time to time consults these records and writes letters to the families listed. "It's a simple but effective follow-up to my suggestions of home improving, and it gets results," she says.

More emphasis has been given to better planning of homes, both inside and outside, since the farm housing survey made in 1934. Not only are the homes planned to fit family needs, but a desire for better things has been aroused. Sanitation improvements, such as insuring pure drinking water, installing screens, and eliminating breeding places for mosquitoes or the hookworm so as to promote health in the family; better laundry equipment viewed from an economic standpoint to avoid broken health of the women of the household; and home improvements, such as repairing the front porch or the chimney are some of the notations recorded in the reminders.

A New Twist . . .

to an old activity recently proved successful in Tehama County, Calif. Last year the fifteenth birthday of home demonstration work in the county was celebrated. During those 15 years a high percentage of the women have attended meetings for that entire period, and there are women in the group with membership ranging from 1 year to 15 years. Throughout those 15 years some phase of home furnishing has been included in the program each year. It seems necessary to give a "new twist" to the program. A

check sheet was therefore devised which carried the following suggestions:

Perhaps the best way to see the actual needs in your home is to enter the front gate as a stranger and cast a critical eye upon every detail of house and grounds. Is there a hinge off the gate? Do the steps sag? Does the house need paint? Proceed in the same manner inside the house. From this list make a program, deciding what is to be done and when it is to be done.

A list of suggestions followed which the women could check, both outside and inside the house. A blank page was attached upon which the members of the family could make plans covering as long a period as they felt necessary to complete the work. These check lists were distributed and explained at each farm home department meeting, taken home for consideration and planning by the family, and then brought back to the next meeting. Here they were compared to determine the extent to which the needs of the different families were similar, how much help in solving these problems could be obtained at meetings, and how much individual help would be needed from the home demonstration agent.

Then the work began and continued for several months. Meetings were held in the centers on the doing over of furniture and upholstery. Information was given on painting; on wall and floor finishes; on better storage facilities; and on the adding of bathrooms, closets, bedrooms, and alcoves for beds. Suggestions were given for yard improvement. Home visits were made by the home demonstration agent where help and advice were needed.

In the original plan of the project it was decided to hold tours in each center in the early summer for visiting as many homes as possible to see the improvements that had been completed. During June, 9 tours were held, which included 11 communities. In organizing these tours the chairman and the women of each center decided which of the home improvements would be of most value and interest. On these tours 6 stops were made to observe improvements in demonstration homes which had been visited previously and in which the planned changes had been completed; 37 were at other homes where improvements had been made; 31 to observe improvement in yards; and 4 stops were made to see community improvements which were the result of information given.

As a result of this new twist to an old project, interest is keen. The plan is continuing in the 1938 program with a home-furnishing institute planned for June at which results accomplished up to that time will be shown.

Iowa and North Carolina



Blanche Brobeil



Max A. Culp

Win 1938 Payne Fellowships

TWO extension agents, Blanche Brobeil of Boone, Iowa, and Max A. Culp of Charlotte, N. C., have been awarded the 1938 national 4-H club fellowships of \$1,000 each, the eighth annual awards of the Payne Fund of New York City. They will come to Washington in October to study for 9 months with the United States Department of Agriculture. Both of them have been State delegates to the national 4-H club camp at Washington, Miss Brobeil in 1930 and Mr. Culp in 1932.

In accordance with the conditions of the Payne awards, these former 4-H club members have shown outstanding ability in their school and 4-H club work and have B. S. degrees in agriculture or home economics. Both of them were prominently active in 4-H club work for 10 years, and the premiums and scholarships earned helped them to finance their college educations.

Since graduating from their State colleges, Miss Brobeil has been home demonstration agent in Boone County, Iowa, and Mr. Culp has been assistant county agent in Mecklenburg County, N. C. Both have been assisting with 4-H club activities in their counties and hope to continue their contacts with boys and girls of 4-H club age.

The 1938 winners were selected from 21 applicants, 11 young men and 10 young women representing 15 States, by a Federal Extension Service committee composed of M. P. Jones, entomology specialist; Barnard Joy, agriculturist; and Mrs. Lydia A. Lynde, parent education specialist.

Blanche Brobeil was reared on a farm in Sac County, Iowa. Graduating from the Lytton consolidated high school as valedictorian, she was presented with

the Herff-Jones scholarship key and a \$200 scholarship to Buena Vista College which she attended for 2 years preceding her 3 years at Iowa State College where she graduated in 1937 with a B. S. degree in home economics.

Throughout high school and college she was prominent in glee-club, forensic, and dramatic activities. She has exceptional ability in public speaking, has done considerable radio work, and considers her appearances as a speaker as some of her most enjoyable experiences. Her oratory took root in her 4-H club days when she was official spokesman at numerous county, district, and State gatherings.



Kenneth Anderson



Winifred S. Perry

Since September 1937, when she began her work as home demonstration agent of Boone County, which had been without a home agent for several years, she has organized 14 of the 17 townships in the county, conducted a series of 4 training schools for leaders, in addition to carrying on programs of 13 girls' 4-H clubs and a rural young people's organization of 90 members.

Max Augustus Culp grew up on a farm in Iredell County, N. C. He graduated from the Mooresville high school in May 1932 and received a B. S. degree in

agriculture from North Carolina State College in December 1935. Several incidents of his life indicate his ability to carry out a planned program. When he was a member of the first 4-H crop team at the State fair, he made up his mind that he would some day become a member of the collegiate crop-judging team representing North Carolina at the International Hay and Grain Show at Chicago. Six years later he realized this ambition. Another example of his perseverance is reflected by his planning in the financing of a widowed mother and two younger sisters. Max planned his work so that he could assist his older brother in the management of the home farm and at the same time send himself and his sisters to college. He is still helping to manage the farm.

As assistant county agricultural agent in Mecklenburg County, he has assisted with all types of 4-H club activities and general extension work and has supervised the terracing program. He organized a 4-H service club and recreational council as well as a 4-H calf club, and last year he directed a county and a State health pageant.

The present national 4-H club fellows, Winifred S. Perry of Vermont and Kenneth Anderson of South Dakota, have just completed their work here at Washington. For their major theses, both of them worked out research problems relating to 4-H club work.

Miss Perry made a study of the consumer-buying information available in the Federal Government with reference to its use in 4-H club activities. Her thesis includes a discussion of some of the Government agencies which furnish this consumer-buying information and gives suggestions for the use of suitable material for 4-H girls in different age groups as well as for girls in the older young people's organizations.

Miss Perry has resumed her duties as extension club agent in Washington County, Vt., where she expects to incorporate in her own club program some of the consumer-buying suggestions worked out in her thesis.

Mr. Anderson's thesis, Strengthening the 4-H Club News Program, includes a survey of news training for county extension agents and 4-H club members by means of a questionnaire sent to all State extension editors, analyses of items relating to 4-H club work in 800 daily newspapers throughout the country and of weekly newspapers in South Dakota over a period of 9 months, and a survey of extension workers' annual reports and extension publications dealing with news writing and news training.

Oregon Hobby Exhibit



These three Columbia County women became interested in metal craft at a summer vacation camp for women. For two more summers they worked diligently at their hobby and now make beautiful bowls, individual salt containers, spoons, and buttons.

THE Extension Service in Oregon believes that "happy homes have hobbies," so this year, as part of the conference on home interests held at the State Agricultural College in February, an evening hobby show was included as a part of the program.

Hobbies are of several kinds, but most of the "making or creating" hobbies were given the greatest amount of display space. Each exhibit included several finished articles, some articles partially finished, and some articles just begun. The tools and equipment used were also an important part of the exhibits. Then, too, many hobbyists were present with their exhibits. They answered questions asked by the onlookers who stopped to find out about each hobby.

Many of the hobbyists were asked: "When did you first become interested?" "How did you happen to choose this hobby?" "Is it expensive?" "Is it difficult?" "Does it take a lot of time?" "Could I do it?" The answers to these questions were always encouraging.

The making hobbies were divided into the following sections: Clothing, with 10 exhibits; handicraft, with 21 exhibits; foods, with 7 exhibits; home furnishings,

with 12 exhibits; and parent education and child development, with 2 exhibits.

The show also included growing plants as hobbies. Four exhibits were displayed in this section.

The total number of hobbies exhibited was 56. They were viewed by about 1,500 people who attended the show. Mimeographed programs of exhibits were distributed by ushers.

Each of the 10 home demonstration agents of the State played an important part in the show. During the year they were hobby conscious and made the effort to meet and know hobbyists in their counties. The names of these hobbyists were sent to Izola Jensen, specialist of community and social organization, who was chairman of the show. She and all the home economics specialists worked as a committee in planning the show.

Illinois Fosters a Rural Recreation Program

(Continued from page 117)

Among the significant camps held on a State-wide basis this year was the young-

adult camp, the first of its kind to be held, with the following objectives: (1) To develop activities suitable for interest in recreation; (2) to construct physical, ethical, and moral standards for ourselves, our homes, and our communities; (3) to provide an opportunity for study of our social relationships; and (4) to offer suggestions for promoting a unity of purpose in young people's programs in the community. This camp and its program were set up as a result of the activities of a young people's committee, acting under advice from representatives of the Extension Service in Agriculture and Home Economics, the Illinois Church Council, the Illinois Agricultural Association, the Illinois Home Bureau Federation, the State teachers' colleges, and a county teachers' association. The camp is to be repeated this year, August 7 to 13, and 345 young people have already signified intentions to attend.

4-H Camp Leaders' Institute

A second type of camp was the 4-H camp leaders' institute, in which 16 assembly periods were conducted with subject matter relative to camp direction and camp administration. The third type was a tri-State leisure-craft and counseling camp. This was a 5-day camp with 52 people registered, representing 22 groups from 3 States. Other camp activities included a lecture to the W. P. A. recreation leaders, service as camp staff member for the 4-H conservation camp at which 65 were registered, and representation of the Extension Service at various camps and at the East Bay Camp directors' meeting. Also, assistance was given with the farm sports festival, sponsored by the Illinois Agricultural Association, and at a training school at the University of Missouri; and Illinois groups interested in recreation participated in the National Folk Festival held at Chicago last May.

In developing recreation activities for village and town centers, we have had success in a number of instances which there is not space to describe but we are working on this approach to the problem. The rural recreation problem still is and must be a supplementary program carried on largely by voluntary leadership. The small town and village centers must be developed by the people, using their own resources supplemented by whatever outside resources may be available, including the W. P. A. The problem is primarily one of integrating the work of the agencies and organizations functioning in the community.

Community Movies

THAT PICTURE has taught me some good lessons. I'll get some pine tar and benzol and be ready for next summer," said a prominent farmer of Woods County, Okla., after seeing the United States Department of Agriculture picture, Control of Screw Worms in Livestock. He is only one of the 10,000 persons who have attended the good-will programs of the Woods County visual education work which is being carried out by County Agent George Felkel in cooperation with the county rural schools, the Northwestern State Teachers' College, and the Chamber of Commerce of Alva, Okla.

County Agent George Felkel has been one of the prime movers of the plan and is the master of ceremonies of the programs. He operates the motion-picture projector at the meetings at which he shows the latest available films of the United States Department of Agriculture. He selects educational pictures pertaining to agriculture to interest the farmers, their wives, and their children. Usually, two or three talking pictures are shown at each program. Among the pictures which have been shown are Boulder Dam, Terracing to Save Our Soil, and Muddy Water.

The college bought the motion-picture projector, a 16-millimeter outfit with both silent and sound equipment, which may be used on either alternating or direct current. The college also owns a film-strip projector which is used on various occasions.

The Alva Chamber of Commerce furnished the trailer on which the generator is mounted. The generator was obtained at a reasonable price by a local electrical firm. It was rewired to 110 volts and furnishes 800 watts. During a program, the trailer is parked in the schoolyard near the building, and long wires extend to the indoor apparatus which clearly projects the pictures on a screen that insures visibility in all parts of the room in daylight as well as in darkness.

The chamber of commerce includes sufficient funds in the annual budget to take care of the expenses of putting on the movies, as there is no admission charge to these meetings. The machine is not used in school programs at which admission is charged. The chamber of commerce also cooperates in urging busi-

Interest Oklahoma Farmers

nessmen to attend each program. Sometimes there are but one or two businessmen attending, and sometimes three or four. These businessmen usually make short talks.

On the basis of community interest and size of school building, 10 school centers have been selected at which to hold these get-together meetings and every rural school is given an opportunity to take part. The county superintendent of schools has consistently cooperated in the work. The teachers of six or eight schools, together with adult leaders, arrange an hour's entertainment as their contribution to the program held in their district. These centers hold monthly meetings, and the visual education pictures are always part of the programs. "Pictures in community programs aid our school children in their subjects," commented one of the school teachers.

The programs in January this year dealt with livestock problems. The February programs dealt with soil-conservation practices. These soil-conservation programs were followed up in each community with actual demonstrations scheduled by the county agent.

Since the programs started, late in the spring of 1937, about 37 rural programs dealing with various kinds of agricultural work have been given in almost every part of Woods County. In addition, eight other programs have been presented at sessions not regularly scheduled as part of the visual education plan. More than 10,000 persons have seen the pictures.

Two Educators Die

THE recent death of two veteran educators will be keenly felt by the Extension Service. Bradford Knapp and J. R. Ricks both have made valuable contributions to the development of the Service in the course of their careers.

Bradford Knapp, closely associated with the beginnings of the extension movement, died June 11 at his home in Lubbock, Tex., where he was president of the Texas Technological College.

President Knapp was the son of Seaman A. Knapp who contributed so much to the organization of the Extension Service.

He was made chief of the Office of Extension Work in the South in the States Relations Service of the United States Department of Agriculture in 1911, succeeding his father, and continued until 1920 when he went to Arkansas as dean and director of the College of Agriculture and Experiment Station of the University of Arkansas. In 1923 he accepted the position of president of the Oklahoma Agricultural and Mechanical College at Stillwater, Okla., and July 1, 1928 went to Auburn, Ala., as president of Alabama Polytechnic Institute. From there he went to Texas Technological College.

Last November, when the Seaman A. Knapp arch connecting the new south building of the Department of Agriculture to the administration building was dedicated, Bradford Knapp drove up from Texas with his family to be present at the dedication sponsored by the Epsilon Sigma Phi Extension Fraternity. He was also one of the speakers at the seventy-fifth anniversary celebration of the Association of Land-Grant Colleges held last November.

In the recent death of J. R. Ricks, Mississippi and the South lost an able agricultural leader who, for more than a quarter of a century, made valuable contributions to his chosen field of labor.

Graduating from Mississippi State College in 1902, Mr. Ricks, with the exception of a few years, served that institution without break.

He was serving as director of the Mississippi Experiment Station and dean of the School of Agriculture at the time of his death. From 1935 to 1937 he also was director of the Extension Service.



A Puerto Rican Clubhouse

The Franklin D. Roosevelt 4-H Club of Vega Baja, P. R., recently bought and renovated this convenient little clubhouse. The club boasts 45 members and is the largest boys' club on the island. The boys are getting ready to make a name for themselves in 4-H annals.

Well-laid Plans Increase

Missouri's Cotton Income

MORE than a million dollars was added to the income of cotton growers in six Missouri counties last year by a cotton-production and marketing-improvement campaign led by specialists and county agents of the Missouri Agricultural Extension Service.

Yield Increased 25 Percent

In Pemiscot, Mississippi, New Madrid, Scott, Dunklin, and Ripley Counties, 64,340 acres of cotton were planted with certified and registered cottonseed. At picking time the yield was 25 percent more than that obtained on adjoining fields that had been planted with gin-run seed. Lint from the certified varieties brought an average of 1 cent more per pound than that produced from gin-run plantings. The total increase due to the combination of these factors was more than \$1,040,000.

The average acre return from ordinary cotton in these communities last year was 380 pounds of lint selling at 8 cents a pound and 760 pounds of seed selling at 2 cents a pound, making a total of \$45.60 per acre. The average return from fields planted with certified seed was 475 pounds of lint selling at 9 cents a pound and 950 pounds of seed selling at 2 cents a pound, making a total of \$61.75 per acre. This means an increase of \$16.15 per acre.

This increase in cotton earnings resulted from a concerted drive in which growers and ginner took part, the growers planting certified cottonseed of adapted varieties and the ginner buying the product on the basis of quality. Extension agents and cotton growers in these counties had been working for several years to build up adequate supplies of certified seed, but not until 1937 had the ginner agreed to establish quality differentials in buying the lint.

Agreement of Growers and Ginner

Very early in 1937 this agreement was reached between ginner and extension workers. Prior to the beginning of the planting season the operators of 78 ginner published full-page signed announcements of this policy and advised their patrons to plant the varieties recommended in the improvement program. Some 30 of these

ginner jointly employed licensed cotton graders and bought cotton on the basis of grade. The others made uniform and sufficiently large price differentials between long and short staple lengths.

Even more significant than the immense gains in income made in 1937 are the possibilities of future progress assured by the results of this first year of close cooperation between growers and ginner. "The premiums paid for the longer staple cotton this year," said one observant cotton grower, "will result in so many growers using longer staple varieties that a return to the old 'hog-round' method of buying will be well-nigh impossible."

It should also be noted that growers cooperating in this program in 1937 produced sufficient seed of certified grade to plant 250,000 acres, or half of Missouri's total planting in 1938. The amount of available seed not more than 2 years from the seed breeder and practically pure was sufficient to plant the remainder of Missouri's crop twice over.

The Plan is Simple

The plan of the project is relatively simple. Some interested planter in the gin community buys 2 or 3 tons of registered cottonseed direct from the seed breeder. This is multiplied on his farm under the supervision of the Missouri Corn Growers Association, the State-wide seed improvement affiliate of the College of Agriculture. Seed thus produced is inspected by representatives of the college and association, and, if up to required standards, is certified. Growers in the community then use this seed exclusively the following year, the additional cost of this better seed being not more than 25 cents per acre.

Naturally, it is not to be inferred that Missouri's million-dollar increase in cotton income in 1937 was the result of a single year's work. M. D. Amburgey, for 20 years county extension agent in Pemiscot County, is given credit for starting the extension work leading toward the planting of pure cottonseed of better-adapted varieties in Missouri. For 9 years Mr. Amburgey has been doggedly building up sentiment for better seed and better marketing methods in his county.

Under the leadership of Gordon B. Nance, extension economist in marketing; J. R. Paulling, extension specialist in field crops; and C. C. Hearne, State extension agent in southeast Missouri, the project was written in detail in 1935 and made the major extension project in each of Missouri's cotton-growing counties. County extension agents, in addition to Mr. Amburgey, who did important work in the campaign of 1937 are as follows: R. Q. Brown, Mississippi County; Leslie Broom, New Madrid County; Frank B. Veatch, Scott County; C. R. Talbert, Dunklin County; and T. P. Head, Ripley County.

Within the next 5 years, Missouri cotton growers now believe, from 5 to 7 million dollars will have been added to the State's annual cotton crop income as a result of the extension program for cotton production and marketing improvement.

Marketing Tours

Since last July more than 1,800 farm people in Indiana have made a systematic study of their livestock markets under the direction of Paul Mitchell, Purdue University extension specialist in marketing. Fifty-one tours have been conducted on the 5 principal central markets used by Indiana farmers, with an average attendance of 36 per tour.

Tours are usually organized on a county basis, with groups arriving at the market about 8 a. m. After arrival, detailed information on the organization and operation of the market is presented, after which each division of the market is visited. In each division trading practices are watched and studied, after which demonstrations on grades and prices are given for the benefit of the visitors. Methods used in sorting and grading livestock for slaughter always prove to be quite interesting to the livestock producers present. As the tours are quite informal in nature, numerous questions are asked by the farm visitors.

Cooperating in all of the tours at the market, the Producers' Commission Association supplied a lunch at the noon hour for the visiting farmers. In the afternoon modern packing plants were visited where, in addition to observing slaughtering and processing methods, further studies on the relationship of grades of meat to price are made.

Tours of this kind are quite seasonal in nature and are held in early spring or in late autumn when the least interference from farm work would be encountered.

Keeping a Hop Ahead of the 'Hoppers

A Year-Round Activity

"KILL the 'hoppers before they hatch" is the slogan of the Adams County, Colo., extension office where grasshopper-control work is a year-round activity. Cultural practices such as disking; harrowing; and plowing roadsides, fence rows, and irrigation ditches are recommended in the fall to destroy egg pods before the ground freezes.

County Agent H. A. Sandhouse is so enthusiastic about controlling grasshoppers with cultural methods that he expects farmers in his county will need 50 percent less poisoned bait this year than last. With additional work this summer and fall he expects a reduction next year of 70 percent in bait requirements.

A year-round grasshopper campaign is carried on in the county by the agricultural agent and the home demonstration agent, Grace D. Blomstrom, so that the importance of killing the 'hoppers is continually emphasized. Both carry a grasshopper exhibit in their cars to have it ready for any occasion. In addition to destroying egg beds in the fall, farmers are urged to poison 'hoppers in the spring and summer, but that is only a part of the program.

Winter Activities

During the winter months an exhibit of grasshopper egg pods and mounted grasshoppers, with names of each, is shown at local seed shows, grange meetings, and all extension meetings on agricultural and home-economics subjects. At each meeting emphasis is placed on the value of cultural practices to control 'hoppers. The names of several farmers who have had success with this plan are mentioned also. Examples are: Paul Gremel, Brighton, by thorough cultural practices, controlled his 'hoppers last year to such an extent that he did not purchase any poison bait. David Keller, Broomfield, harrowed his ditch banks, disked roadsides and fence rows, and plowed early—result: He seeded and raised an excellent stand of alfalfa in a community where many others failed and did not purchase bait until late in the summer.

Forty-four individual exhibits of 'hopper egg pods were prepared and mailed, with a letter of instructions, to the larger schools in the county. Schools that did not receive exhibits were called on personally by one of the extension agents.

The supply of egg pods was furnished by older 4-H club members and the Brighton Chapter of Future Farmers. Reports from superintendents and teachers show that all the children were very much interested in seeing and knowing what 'hopper eggs looked like. Many started at once to see if they had any at home. Plans for an exhibit of both 'hoppers and eggs for each school are being considered for next year.

News Stories and Letters

A series of illustrated circular letters, postal cards, and local news stories were used throughout the year to emphasize the importance of cultural practices. Film strips were also shown when sufficient time could be arranged for in the meetings.

The county-wide program was first undertaken 5 years ago when the Harmony community held a meeting at the home of C. L. Penrod, a member who was interested in organizing a community 'hopper-control district. At this meeting the first voluntary community district in Adams County was organized. Boundary lines were established, committees elected, and Friday of each week was selected as the day for all in the community to purchase and distribute poisoned bait. An organization agreement was drawn up which stated that all members would poison on a certain day of each week for 4 consecutive weeks, or longer if necessary to control hoppers.

Results in this district were very encouraging. The county, railroads, and ditch companies cooperated in killing 'hoppers on their properties in the district on the same day also. Local news stories on the successful results of this organization created interest in other communities to such an extent that five districts were formed in the next year. The number of communities increased to 12 the third year, and last year the entire county was organized into districts that received and distributed their bait on a certain day of each week.

Community meetings are held each year, at which time boundary lines are determined, local committees elected, the day for distributing bait selected, and their first order for bait submitted. Those who purchase bait on community days get it at special prices, and, through coopera-

tion of county commissioners, receive an allowance for county roads adjacent to their cropland. Bait is sold for higher prices to those who do not get it on their community day, and they do not receive any allowance for roads from the county. By having all districts organized, the amount of bait to be mixed each day can be determined quite accurately for the mixing-plant crew. Some districts make arrangements to have the bait delivered by truck to their community center between certain hours, generally 5 to 7 p. m. This arrangement saves both time and expense for farmers during the busy harvest season.

The poisoned bait is mixed in accordance with instructions furnished by Sam C. McCampbell, extension entomologist, who is State leader of grasshopper-control work. In order to do a more efficient job of scattering bait this year, a mechanical spreader is being built for each community. The spreader, which is pulled across fields by auto, will have the name of the community painted on it in large letters as "City of Brighton" for the Brighton district. In this way, added publicity is given to the 'hopper-control work.

4-H Girls' Library

Thirteen 4-H girls' clubs in Greene County, Pa., have pooled their finances and started a county library. Each club contributed at least \$1 to a fund for the purchase of recommended books for club girls. The books are lent to a club for a period of 2 weeks, one book at a time to each club.

"Local leaders, mothers, and girls were enthusiastic and willing to contribute to the fund", states Mary McKain, county home demonstration agent. Some clubs collected 5 or 10 cents from each member, whereas others held candy sales, pie socials, and amateur shows to raise the necessary money.

Miss McKain selects the references she wishes the girls to read. These references pertain to the projects on which they are working, including personality and etiquette. The girls have access now to a number of books at a cost less than the price of one book.

Among the 15 books in the Greene County 4-H girls' library are: It's More Fun when You Know the Rules, Beatrice Pierce; Everyday Foods, Harris and Lacey; Clothes and Your Personality, Mildred G. Ryan; Manners for Young Women, Mary Perin Barker; Your Carriage, Madam, Janet Lane; and Girl's Room Arrangement and Care, Nancy McNeal Rowan.

4-H Special Activities Clubs

Fill Need In Oregon

HOBBY clubs in Oregon are helping to fill the frequent requests for special 4-H club activities in communities unsuited to agricultural projects. Hobby activities include knitting, leather craft, basketry, photography, applied art, and dramatics. In order to organize a hobby club, a group must decide on one project, must submit an outline of the work planned to the State leader, and must have a leader who is skilled in the work. The activity must require enough work to put it on a par with the regular club projects. A record of the work done, with a financial statement and story, is required, and the members are expected to form a club with the usual officers, leader, program, and to hold 10 regular meetings required in all 4-H club activities.

Good Workmanship Developed

The knitting clubs have made two- or three-piece suits and have done some excellent work. In fact, this year the dresses and suits exhibited at the State fair were said by the judge to be of better quality workmanship than those exhibited by the women in the textile department. One basketry club leader required each member to make six baskets, some with wooden bases and others all reed. Each girl made a tray.

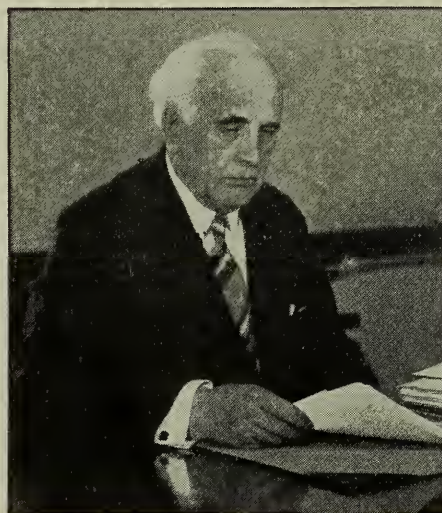
In one central Oregon town, the grade-school principal organized and led a hobby club with photography as the subject. Ownership of a camera was one of the requirements for membership. The members learned the mechanics of picture taking, developing, and printing. They were given different assignments which included photographing buildings, birds, animals, persons, and water. One boy stayed out on a bank all day until he got a picture of a coyote.

"We do not encourage the organization of these clubs where it is feasible to have one of the regular projects", says Helen Cowgill, assistant State club leader of Oregon, "but usually a group that has carried a hobby club through to a successful completion is ready the following year to organize again and to carry one of the more fundamental projects, such as clothing, canning, or foods, and the leader by this time has become so deeply interested

that she asks to lead again and usually wants a standard project."

For more than 10 years, Oregon 4-H club members have enjoyed the camp-cookery activities which have given them excellent training in cooking. The work was originally planned for the boys, but girls derive as much fun and benefit from the work as the boys do.

Many of the boys following camp cookery belong to bachelor sewing clubs which originated in Crook County about 10 years ago when a group of boys, under the leadership of the county school superintendent, experimented with a sewing project in which they made only such articles as boys would find useful and interesting. The work was instantly popular, and after having been tried out in other communities during the following 2 years, the activity, under the name of "bachelor sewing," was written as a State project. Bachelor sewers learn to darn their socks, sew on buttons, and patch their overalls. They also learn to clean and press their trousers and are given some instruction in buying clothes.



New Dean and Director In Illinois

Prof. Joseph Cullen Blair, noted horticulturist and a member of the Illinois staff for 42 years, is the new dean of the College of Agriculture, director of the

Agricultural Experiment Station, and director of the Extension Service in agriculture and home economics of the University of Illinois. He was appointed by the university board of trustees June 9 to succeed the late Dean Herbert W. Mumford.

Professor Blair started the department of horticulture at the college 38 years ago and has served continuously as its head since then. Under his leadership the department has developed to a position of world-wide as well as national prominence in instructional and research work on problems dealing with the growing and marketing of fruits, vegetables, and flowers. He is the author of many popular and scientific articles on a wide range of horticultural subjects. It was also under his guidance that the landscape work at the University of Illinois developed over a 35-year period to be one of the most complete and one of the best 4-year courses in landscape architecture in the United States.

He was born on a farm in Colchester County, Nova Scotia, April 26, 1871. He assisted his father, a successful farmer and stock raiser, in farm operations until he was 19 years of age, when he went to Massachusetts. At the age of 12, he plowed his first 14 acres of land, and before he was 18 he had broken three teams of oxen at plowing, carting, and other farm operations.

From 1888 to 1890 he attended the Provincial College of Agriculture at Truro, Nova Scotia, where he was instructor in chemistry and botany the following 2 years. After visiting the New England States, he entered Cornell University as a special student in chemistry in 1892 and completed his work in 4 years. In July 1896 he came to the University of Illinois as instructor in horticulture and in 1900 was made head of the newly created department of horticulture there. He was granted the honorary M. S. A. degree from Iowa State College in 1906 and the D. S. degree from the College of Wooster, Wooster, Ohio, in 1920.

TEXTILE-buying meetings are not only attended by the customers in Oregon. Merchants are accepting the invitations of Mrs. Azalea Linfield Sager, State home demonstration leader in Oregon and former clothing specialist, to attend evening meetings held expressly for them and for members of their staffs, at which the information on textile buying is repeated just as given to the women.

Have You Read?

Report of the Advisory Committee on Education, February 1938. 243 pp. For sale by the Superintendent of Documents, Washington, D. C., price 35 cents (paper cover).

THE report of the President's Advisory Committee on Education refers primarily to the school system but does not attempt to set forth how extension's educational activities might be adjusted so that both the school system and the Extension Service might do more effective work. There are four major suggestions:

1. That the school system, through its instruction in agriculture and home economics, and the Extension Service, through its local effort, should get together and work out a joint plan.
2. That the schools not do continuation work in agriculture and home economics until after first getting the advice and assistance of the county extension worker.
3. That there be cooperation between the schools and 4-H club work but that the Extension Service continue to employ specialized personnel to handle 4-H club work.
4. Perhaps in the long run the most significant suggestion relates to long-range planning for education. The report makes suggestions for a period of less than 10 years and proposes that at the end of that time there may be another review and adjustments between educational agencies. If this adjustment is to be carried out, it would mean a study of what all the agencies are doing along educational lines and a revamping of the program.

If we take a long-range look at extension and some of the problems that are beginning to come into the extension picture, the only field in which this long-range planning may be of even greater significance is in the field of vocational guidance for the farm boy and girl when they reach the period in their lives where they have to decide whether they are going to stay on the farm or not.

The full significance of this report cannot be obtained without reading it in

detail and seriously. It is probably one of the outstanding government documents on education as far as the future is concerned.—*Eugene Merritt, Extension Economist, Washington, D. C.*

Youth Study A. A. A. Program

The first county agricultural conservation clubs in Montana were organized by E. G. Ferguson, Blaine County agent, with a membership of boys from 15 to 25 years of age who have taken over the task of interpreting for their parents the regulations of the 1938 agricultural conservation program.

The clubs were formed last spring with a membership of 60, but have proved so popular with parents who dislike the task of wading through regulations that there are now 83 members organized into 4 clubs. They are located at Chinook, Harlem, Turner, and Hogeland, Mont.

County Agent Ferguson conceived the idea after a series of meetings. He broached his proposal to a group of parents and received unanimous endorsement. Membership is voluntary, but the consent of the parent is necessary.

The first meeting, attended by club members and their parents, was a success, Ferguson reports. The meeting dealt with regulations of the 1938 A. A. A. program. After the meeting, parents said

that the boys were able to grasp the regulations quicker than the parents. The aim of the clubs is to have every member thoroughly trained in the program so that he can show his father how to take full advantage of it.

Each member will take complete charge of all the "book work" connected with the program. He must attend all meetings and work out practices that will fit his parent's farm so that it will qualify for full payments. He also must prepare a map of the farm showing all cultivated fields and crops planted, also the summer-fallowed and idle acres for 1938. Then he must keep an accurate record of acreage and production of all harvested crops.

After the first meeting, in which details of the program were explained, Mr. Ferguson called them together for training in crop standardization and tillage practices which fit into the 1938 program and also improve farm land. In June the groups were trained in the use of the surveyor's level so that they could survey dams, ditches, and contours. During July the groups studied the crop-insurance program.

For taking over responsibility for the farm program the boys will receive a percentage of the total payment their parents receive.

A SPECIAL 4-page supplement of the "Beaufort (N. C.) News" was devoted to the annual district home demonstration and 4-H convention. This district comprises six counties, and the special supplement reviewed the year's work in home demonstration and 4-H clubs in these counties. One thousand extra copies of the paper were printed for distribution among the 3,000 women and girls attending the convention.

Soil-Conservation Conference



A CONFERENCE of 50 soil conservation district supervisors and 21 county agents was held May 31 and June 1 by the University of Arkansas College of

Agriculture for the purpose of discussing problems and procedure for developing the work in the 10 soil-conservation districts in Arkansas.

In Buying

"When a Woman Buys a Coat," a 24-page booklet of pictures, showing how to judge quality in fabric, trim, and workmanship, prepared by Clarice L. Scott of the Bureau of Home Economics, has recently been placed on sale with the Superintendent of Documents, Government Printing Office, Washington, D. C. for 10 cents a copy.

• • •

A Ride!

Twenty-two miles on horseback, crossing the San Francisco River 53 times in 6 hours, was the record set by Harvey F. Tate, extension horticulturist of the University of Arizona, in making a field trip. As if that were not enough for one time, he had to ride 9 miles farther the next day before reaching his destination. And, he was still able to give a pruning demonstration.

• • •

Farm Foresters

Last year 19,096 Arkansas farmers cooperated with the county agents and State forestry commission in protecting their 908,800 acres of farm woodlands against fire. To provide shade and beauty for the future homes of Arkansas, nearly 3,000 4-H club members and school children planted white oak acorns.

• • •

Good Will Tour

Four hundred and thirty boys and girls, leaders, and agents of western New York 4-H clubs set out recently in 75 cars on a good-will tour to Canada. They visited several Canadian farms and were royally entertained at the College of Agriculture, Guelph, Ontario, Canada.

• • •

For the Community

Through a plan developed by Merrill Riley, Honolulu County agent, several of the 4-H clubs on Oahu, Territory of Hawaii, have obtained permission from the Commissioner of Public Lands to plant cocoanut trees, fruit trees, and shade trees on certain pieces of govern-

ment lands contiguous to the main highways. These 4-H clubs, in addition to their regular programs, contribute something of lasting value to the community and something to which the members can always point with pride. The planting and grafting of these trees also provide practical training in horticulture.

• • •

Helping W. P. A. Workers

Home Agent Elizabeth Tuttle of Forsyth County, N. C., is helping W. P. A. workers to train a group of girls and women engaged in household-aid activities to go into the homes of W. P. A. people where there is sickness and help to do the work.

Mrs. Tuttle is also teaching this group food buying for the home; and the supervisors, as well as the students, are very much interested in the demonstration, which includes Government grading, how to read labels, and buying by weight.

• • •

Rural Thespians

In a 2-month period, 500 rural people, representing more than 25 different organizations, have borrowed plays from the drama library of the New Hampshire Extension Service. Started in 1934, the library today lists 1,200 plays which are lent without charge to any rural group. Approximately 75 percent of the requests have been for comedies, and the total requests have nearly doubled last year's 12-month total.

"This great increase in plays borrowed is owing to the fine work that drama committees in each county of the State are doing," says P. F. Ayer, extension specialist in recreation and rural organization. "These men and women, who serve without pay, are encouraging community organizations to give more time to play reading and production."

• • •

Connecticut Celebrates

Anniversaries were the feature of Farm and Home Week in Connecticut July 26-30. In 1938 the Experiment Station completes 50 years of service and the Extension Service 25 years. Individuals and farm organizations from every part of the State took part in the honorary recognitions exercise, the parade, the song festival, or the square dance program which marked the festive occasion.

SAMUEL P. LYLE, extension agricultural engineer, of the United States Department of Agriculture, was elected president of the American Society of Agricultural Engineers at the thirty-second annual meeting of the society held in June at Asilomar, Pacific Grove, Calif.

• • •

GEORGE EDWARD ADAMS, extension director of Rhode Island, who is retiring after 44 years of continuous service at the State college as teacher and administrator, was honored at a testimonial dinner given on June 11 at Kingston, R. I., by Extension Service and State officials and leading educators. Director Adams has served capably in many fields—research worker in the experiment station, State statistical agent, professor of agronomy, dean of agriculture, dean of men, director of extension, and dean of the school of agriculture and home economics. He holds the first diploma ever issued to a graduate of the college, having been the alphabetical A man in the first class of 17 seniors who got their sheepskins in 1894.

• • •

J. S. OBERLE, agricultural agent of Chester County, Pa., is on a 6-month vacation and is spending most of it traveling. After a tour of the southern part of the United States, he spent a month observing extension work on the islands of Oahu, Hawaii, Maui, and Kauai of the Territory of Hawaii. Mr. Oberle has been a county agent in Pennsylvania for 25 years.

• • •

E. B. SHOTWELL, pioneer extension worker in Oklahoma and office manager of the Extension Service at Stillwater, died June 2. Mr. Shotwell began his extension career as county agent of Okmulgee County on March 16, 1913. In 1917 he was appointed emergency club agent and in the fall of that year was made district agent, in which capacity he served until 1919 when he became boys' club agent. In 1923 he was made executive assistant to the director of extension. The title of the position was later changed to office manager, and in this capacity he was serving at the time of his death. Mr. Shotwell was a charter member of Epsilon Sigma Phi, the honorary extension fraternity.



My Point of View

Changing Agriculture

During the past 10 years a rapid change has been taking place in the production of beef cattle in 13 northeastern Arkansas counties.

During 1928, there were 101,921 head of beef cattle in these counties, approximately 1,000 of which were purebred. In 1938, there are 154,867 head, and 7,760 are purebred animals. The purebred cattle have increased more than 700 percent, whereas the remainder range from grade to three-quarters purebred. At the present time there are 439 purebred beef bulls in the 13 counties. The scrub has virtually disappeared.

This change can be attributed to a new land-use program spreading throughout the hill section of Arkansas, which stresses more use of grass, trees, and timber. The increased seeding of permanent pastures has also had a direct effect on the increased interest in beef cattle. This includes the sodding of Bermuda grass, overseeded with white clover, and lespedeza. During the spring of 1937, 98,474 acres were seeded to lespedeza, and it is anticipated that this will be increased 50 percent during 1938.—*J. O. Fullerton, district agent, Arkansas.*

• • •

A Farm Visit

A farm visit will sometimes turn the trick. For example:

The community felt that the Randalls were the logical whole-farm demonstrators in Jackson County, Tex., last year. The Randalls agreed that the plan had possibilities, but they did not think they had any changes in mind for 1937. The conversation continued for perhaps an hour longer on subjects in which the Randalls were interested. During the conversation, we were making very brief notes on a card of the various goals they were unconsciously naming. We then decided to list some of the things we had been talking about and to see how they would look on a whole-farm-demonstration farm.

Mrs. Randall said that she intended to paint the house, have a concrete porch and step made, set a small orchard, use cottonseed oil as a medium for storing home-cured meat, and buy a gas refrigerator. Mr. Randall was going to ditch his farm, seed 27 acres to permanent pasture, build a trench silo, start a purebred Hereford herd, take a complete farm inventory, and keep a record of all receipts and expenses. Thus, the 1937 goals of this farm family were set up with very little leading on our part. When we told the Randalls that we should like to help them to accomplish the aims they had listed, as the first step in our proposed whole-farm-demonstration plan, they became enthusiastic over the idea and have worked hard to achieve their goals and have continued systematically to plan ahead.—*D. I. Dudley, county agricultural agent, and Bonnie B. Cox, county home demonstration agent, Jackson County, Tex.*

• • •

Marching Along Together

The extension agents in Hamilton County, Iowa, share office rooms with representatives of the agricultural conservation associations and the farm bureau. In many instances we have found that this arrangement facilitates mutual cooperation and has been helpful in planning our educational program.

The extension workers give all possible assistance in the educational phase of the work but in no case attempt to make a definite statement on any specific farm problem under the A. A. A. program. We have always felt that the agricultural conservation program was intended to be administered by farm committeemen, and the experience of the last few years indicates that they are capable of handling the work. We know that we have been able to carry on extension work with farmers that we probably never would have reached if the farm committeemen had not referred them to us. If the cooperators inquire of committeemen about anything that involves extension activities or the educational phase of conservation work, the committeemen refer all inquiries to the extension agents and also give them the history of the cases.

We have had more inquiries as to the relative value of one legume over another

than in past years, and, although we do not know exactly how much the legume acreage has increased, we are confident that more legumes have been seeded this year than in any recent year.—*H. M. Nichols, county agricultural agent, Hamilton County, Iowa.*

• • •

Uniting the Effort

Opportunity for cooperative service has come to the home demonstration office of Maricopa County, Ariz., in the form of a request from the Maricopa Stake of the Church of Latter Day Saints for intensive training of 40 leaders from 11 communities who will convene monthly in two centers in the county. The leaders represent the membership of the relief societies of their respective communities.

Through the medium of a leaders' training school, the group will study home accounting, home management, nutrition, and clothing. In turn, each leader will pass on information to neighbors at a series of local meetings.

Although the idea of the schools for local leaders is neither new nor unique, it is hailed with enthusiasm because it represents the first concerted effort in this particular county for unified appraisal of economic problems of the homemaker, and because it is a part of a far-flung plan to encourage economic security for a greater number of farm families.

Officials of the Mormon Church have recently adopted as an international policy an educational program to lift church members from the relief rolls and to stimulate in each the desire to establish a self-sustaining home.

Through an agreement among State and county extension workers and the members of the relief society board, series of 12 demonstrations and discussions are planned in each of the two training centers. Leaders from five communities will convene at Tempe, Ariz., while those from the six remaining localities will meet at Mesa, Ariz.

It is planned to make the present 12-month project in Maricopa County a progressive one, carrying it over as a feature of the sustained drive of the church to raise the economic and social status of every family in its membership.—*Grace Ryan, home demonstration agent, Maricopa County, Ariz.*

"CHOICE" FARM LAND FOR SALE



Everywhere, there is plenty of "farm land" for sale.

It isn't all cut-over but it's just as "choice."

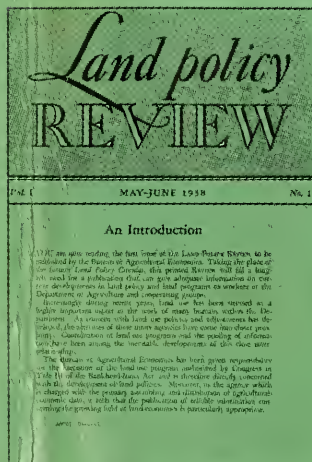
In the Cotton, Corn, Tobacco Belts, in the Great Plains.

Whether it's cut-over or wind-blown or gullied, it's land on which no farmer could earn a decent livelihood.



EVERYWHERE, these acres are symptoms of a maladjustment of people to the land. Through the land-utilization program of the Bureau of Agricultural Economics the problems of these acres are studied, the causes of insecurity and poverty are determined, and measures to remedy the maladjustment are proposed.

PLANS for constructive land use are translated into action in the Bureau's numerous land-utilization projects throughout the United States. Many areas are being devoted to demonstrations in improved land management under the direction of State and local agencies.



THE MULTITUDE of activities touching upon problems of land use is reflected in the bimonthly LAND POLICY REVIEW. Its pages present significant discussions of regional land-use problems, techniques of adjustment, and such subjects as farm tenure, land settlement, and land-tax problems. It also reports on current developments in the land-use activities of Federal, State, and local agencies.

The LAND POLICY REVIEW is distributed free to workers in the Department and cooperating agencies. Others may subscribe through the Superintendent of Documents, United States Government Printing Office, for 25 cents per year.

LAND UTILIZATION PROGRAM
BUREAU OF AGRICULTURAL ECONOMICS
United States Department of Agriculture, Washington, D. C.